ORDER

Order / Rev:

47099

Alt Order #:

27770991

Product Desc:

2022 Primary Electio

Estimate:

3607

Flight Dates:

04/23/22 - 04/29/22

Original Date / Rev: Order Type:

04/22/22 / 04/25/22

GENERAL

Katz Dallas

KLKN-TV

Primary AE: Sales Office:

DALLS

Sales Region: National

Agency

Name:

Armada Strategies

Buying Contact:

Billing Contact:

2637 E. Atlantic Blvd., Ste. 43878

Pompano Beach, FL 33062

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Broadcast

15%

Cash

Advertiser

Name:

Conservative Nebraska

Demographic:

A50+

Product Codes:

Issues/Propositions

Revenue Code 1: Revenue Code 2:

AGY

Revenue Code 3:

Priority:

POL POL-ISS

P-04

New Business Thru: Advertiser External ID:

Agency External ID:

Unit Code:

Order Separation:

General

00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	1	\$300.00	\$255.00
04/25/22	04/29/22	16	\$4,525.00	\$3,846.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	1	\$300.00	\$255.00	0.00
May 2022	16	\$4,525.00	\$3,846.25	0.00
Totals	17	\$4,825.00	\$4,101.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Dallas			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
N 1	KLKN	04/25/2	2 04/25/22	Ch 8 News at 6a M	/I-F CM	6a-7a	M	:3	0 1	\$150.00P-03	0.00 NM	1	\$150.00
				Ch 8 Eyewitness	News 6a								
	KILKN N	lews 8 T	his AM										
	Star	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
W	eek: 04/2	25/22	05/01/22	M	1	\$150.00	0.00						
N 2	KLKN	04/27/2	2 04/27/22	Ch 8 News at 6a M	/I-F CM	6a-7a	W	:3	0 1	\$150.00P-03	0.00 NM	1	\$150.00
				Ch 8 Eyewitness	News 6a								
	KILKN N	lews 8 T	his AM										
	Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 04/2	25/22	05/01/22	W	1	\$150.00	0.00						
N 3	KLKN	04/29/2	2 04/29/22	Ch 8 News at 6a M	/I-F CM	6a-7a	F-	:3	0 1	\$150.00P-03	0.00 NM	1	\$150.00
				Ch 8 Eyewitness	News 6a								
	KILKN N	lews 8 T	his AM										
	Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 04/2	25/22	05/01/22	F	1	\$150.00	0.00						
N 4	KLKN	04/26/2	2 04/26/22	Good Morning Am	erica CM	7a-9a	-T	:3	0 1	\$200.00P-03	0.00 NM	1	\$200.00
				Good Morning An									
	Good M	orning A	merica										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 04/2	25/22	05/01/22	-T	1	\$200.00	0.00						
N 5	KLKN	04/28/2	2 04/28/22		CM	7a-9a	T	:3	0 1	\$200.00P-03	0.00 NM	1	\$200.00

Print Date: 04/25/22 11:29:52 Page 2 of 3

KLKN-TV

Order / Rev:

47099

99

Advertiser:

Product Desc:

Conservative Nebraska

Alt Order #: Flight Dates:

27770991

04/23/22 - 04/29/22

Estimate:

2022 Primary Electio

3607

mate: 36

Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Good Morning America Good Morning America Good Morning America Weekdays Spots/Week Rating Start Date **End Date** Rate ---T---\$200.00 0.00 Week: 04/25/22 05/01/22 \$300.00P-02 0.00 NM \$300.00 N 6 KLKN 04/24/22 04/24/22 This Week CM 8a-9a ----5 .30 This Week This Week Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 04/18/22 04/24/22 ----S \$300.00 0.00 N 7 KLKN 04/25/22 04/25/22 Ch 8 News Midday M-F CM 11a-12p :30 \$150.00P-03 0.00 NM \$150.00 M----Ch 8 News Midday M-F Channel 8 Eyewitness News- Midday Rating Weekdays Spots/Week Start Date **End Date** Rate 0.00Week: 04/25/22 05/01/22 M-----\$150.00 \$150.00 Ch 8 News Midday M-F CM :30 \$150.00P-03 0.00 NM 1 N 8 KLKN 04/26/22 04/26/22 11a-12p Ch 8 News Midday M-F Channel 8 Eyewitness News- Midday Weekdays Spots/Week Rating Start Date End Date Rate \$150.00 0.00 Week: 04/25/22 05/01/22 \$150.00 \$150.00P-03 0.00 NM 1 KLKN 04/27/22 04/27/22 Ch 8 News Midday M-F CM --W----.30 11a-12p Ch 8 News Midday M-F Channel 8 Eyewitness News- Midday Rating End Date Weekdays Spots/Week Rate Start Date 0.00 \$150.00 Week: 04/25/22 05/01/22 --W----\$150.00P-03 0.00 NM 1 \$150.00 Ch 8 News Midday M-F CM ---T---:30 N 10 KLKN 04/28/22 04/28/22 11a-12p Ch 8 News Midday M-F Channel 8 Eyewitness News- Midday Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 04/25/22 05/01/22 ---T---\$150.00 0.00 :30 \$150.00P-03 0.00 NM \$150.00 ----E--N 11 KLKN 04/29/22 04/29/22 Ch 8 News Midday M-F CM 11a-12p Ch 8 News Midday M-F Channel 8 Eyewitness News- Midday Rating Start Date End Date Weekdays Spots/Week Rate 0.00 Week: 04/25/22 05/01/22 ----F--\$150.00 \$400.00 \$400.00P-03 0.00 NM N 12 KLKN 04/25/22 04/25/22 Ch 8 News at 6p M-F 6p-630p M-----:30 Ch 8 Eyewitness News 6p Channel 8 Eyewitness News At Six Rating Start Date End Date Weekdays Spots/Week Rate \$400.00 0.00 Week: 04/25/22 05/01/22 \$400.00P-03 0.00 NM \$400.00 :30 --W----N13 KLKN 04/27/22 04/27/22 Ch 8 News at 6p M-F 6p-630p Ch 8 Eyewitness News 6p Channel 8 Eyewitness News At Six Rating Rate Start Date End Date Weekdays Spots/Week 0.00 05/01/22 --W----\$400.00 Week: 04/25/22 \$400.00P-03 0.00 NM \$975.00 2 N 14 KLKN 04/29/22 04/29/22 Ch 8 News at 6p M-F 6p-630p ----F--:30 Ch 8 Eyewitness News 6p Channel 8 Eyewitness News At Six Rating Start Date End Date Weekdays Spots/Week Rate 05/01/22 ---F--\$400.00 0.00 Week: 04/25/22 Length Rate Rtg Type Ch Date Range Description Start/End Time Weekdays Spot (\$400.00) 0.00 NM :30 1 KLKN 04/25/22-05/01/22 Ch 8 News at 6p M-F 6p-630p See MG 14.2,14.3 [Schedule Change-No 6p News on Fri, 4/29] Preempt ---Th-----:30 \$400.00 0.00 NM 2 KLKN 04/28/22-04/28/22 Ch 8 News at 6p M-F 6p-630p MG for 17.1,14.1 :30 \$575.00 0.00 NM 3 KLKN 04/28/22-04/28/22 Ch 8 News Late Ed M-Sun 1030p-1105p MG for 17.1,14.1 \$575.00 M-----\$575.00 P-02 0.00 NM 1 N 15 KLKN 04/25/22 04/25/22 Ch 8 News at 10p M-F CM 10p-1035p :30 Ch 8 News at 10p M-F Channel 8 Eyewitness News At Ten

Print Date: 04/25/22 11:29:53 Page 3 of 3

Order / Rev:

47099

Advertiser:

Conservative Nebraska 2022 Primary Electio

Alt Order #:

27770991

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KLKN-TV

Flight Dates:

04/23/22 - 04/29/22

Estimate:

3607

Ln Ch Start End	Inventory Code Br	eak Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
Start Date End Date			Rating					
Week: 04/25/22 05/01/22	2 M	1 \$575.00	0.00					
N 16 KLKN 04/27/22 04/27/2	22 Ch 8 News at 10p M-F CM	/I 10p-1035p	W	- :30 1	\$575.00P-02	0.00 NM	1	\$575.00
	Ch 8 News at 10p M-F					- 1		
Channel 8 Eyewitness Ne	ws At Ten					- 1		
Start Date End Date	e Weekdays Spots/M	leek Rate	Rating					
Week: 04/25/22 05/01/23	2W	1 \$575.00	0.00					
N 17 KLKN 04/28/22 04/28/3	22 Ch 8 News at 10p M-F CM	/l 10p-1035p	T	- :30 1	\$575.00 P-02	0.00 NM	0	\$0.00
	Ch 8 News at 10p M-F							
Channel 8 Eyewitness Ne	ws At Ten							
Start Date End Date	e Weekdays Spots/M	leek Rate	Rating					
Week: 04/25/22 05/01/2:	2T	1 \$575.00	0.00					
Spot Ch Date Range	Description	Start/End Time		Weekdays Le	ngth Rate	Rtg Type		
1 KLKN 04/25/22-05/01/2	2 Ch 8 News at 10p M-F	10p-1035p		Th	:30 (\$575.00)	0.00 NM		
See MG 14.2.14.3								
	ite News 1030p-1105p] Preem	pt						
						Totals	17	\$4,825.00

125 West 55th St New York, NY 10019

Contract # 27770991 Agency: Armada Strategies CPE: 355/459/3607 Changes as of: 4/22/2022 at 2:24 PM Advertiser: Conservative Nebraska Flight: 4/23/22 - 4/29/22 Version: Highlighting Makegood 1

Market: Lincoln&Hstng-Krny-Pls
DMA

Office: DALLAS

Total Spots: 17

Station: KLKN

Status: Accepted
Con Type: POLITICAL/VOTE

Total \$: \$4,825.00

2637 E Atlantic Blvd Agency Order #: 11597098 Product: 2022 Primary Election Buyer: Mah, Eva

Pompano Beach, FL 33062 Suite 43878 Salesperson: DACIA SMITH 214-525-2831 Primary Demo: Adults 55+ Assistant: Dacia Smith2 2145252831 Service: Nielsen Total GRP: 56.0 Total CPP: \$86.16 Traffic #: 47099

Comments: Please include ISCI and Estimate on all invoices. We are set up to receive invoices electronically: TV Invoices ID: 9916670 or TV16670 and RADIO Invoices ID: 9914861 OR RI14861. Marketron #200345, Spotdata #2095, eMediaTrade (AdCoreLocal) #EMT12794;Separation: 30;PopulationBuyType: CPP

Separation:

			NFL Draft airing on line 8	No 6p news on 4/29 due to NFL Draft airing. See MG on line 7. See late news time change due to NFL Draft airing on line 8	Joy Wenn N	Sent To Rep	04/22/22 2:24 PM
				4/22: TP change due to NFL draft, no 6p News 4/29 due to NFL draft. Thx! -Dacia	DACIA SMITH 4/	Sent To Agency	04/22/22 2:47 PM
				Other	Eva Mah O	Accepted	04/22/22 3:10 PM
				Comment	Added by C	Action	Date/Time
				Makegood Comments			
56.0	\$86.16	\$4,825.00 \$86.16	17	TOTALS: 0 1 4 2 4 4 2			
4.3	\$133.72	\$575.00 \$133.72	_	\$575.00 4.3 30 0 0 0 0 0 1 0	Channel 8 Eyewitness News At Ten \$575.00		MGD 8 10:30p-11:05p
5.5	\$72.73	\$400.00 \$72.73	_	\$400.00 5.5 30 0 0 0 0 0 1 0	Channel 8 Eyewitness News At Six \$400.00	C _h	MGD 7 6p-6:30p
8.6	\$133.72	\$1,150.00 \$133.72	2	\$575.00 4.3 30 0 0 1 0 1 1\rightarrow 0	Channel 8 Eyewitness News At Ten \$575,00		MSD 6 10p-10:35p
11.0	\$72.73	\$800.00 \$72.73	2	\$400.00 5.5 30 0 0 1 0 1 0 1 0	Channel 8 Eyewitness News At Six	Ch	MSD 5 6p-6:30p
GRP*	CPP*	40	Spots	Rate Rating Len 4/23 4/24 4/25 4/26 4/27 4/28 4/29	Program	P	# Day/Time
		Total	Total	4/23 - 4/29			